

LUXURY, CULTURE & THE ART OF BECOMING

TOVAI

INTERNATIONAL

OCTOBER 2026
PREMIERE EDITION

THE EVOLVING STANDARD OF BEAUTY

Redefined.
Reimagined.
Rising.

AI IN BEAUTY

From Hype
to Impact

THE NEW LANGUAGE OF LUXURY

Meaning.
Value.
Experience.

BEAUTY WITHOUT BORDERS

Global Voices.
Timeless
Influence.

We don't
reduce a woman
to beauty.

*We use beauty,
fashion and culture
as a doorway into
celebrating who
she is and who
she's become.*



LFMG

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LIVE BEAUTIFULLY. LIVE INTENTIONALLY.

*A
More
Beautiful
Tomorrow
Begins
With You.*

TOVAI
INTERNATIONAL

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BEAUTY • FASHION • CULTURE • INTELLIGENCE

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LIVE BEAUTIFULLY.
LIVE INTENTIONALLY.

THE LETTER

The Beauty of You

BY TONY THOMPSON

There is something remarkable about a woman who has come to understand that beauty was never just about how she looked.

Perhaps that's one of the gifts of living.

Over time, we begin to recognize beauty in places we once overlooked—in confidence earned rather than performed, in laughter that comes easily, in the courage to begin again, in knowing when to speak and when silence says enough.

We see it in personal style that no longer requires anyone's approval. In intelligence. In kindness. In ambition. In the way a woman enters a room and brings something with her that cannot be purchased, applied or imitated.

The beauty of you is all of you.

That's an important idea to me, because for far too long women have been introduced to the world in pieces - the beautiful woman, the intelligent woman, the successful woman, the stylish woman, the wife, the mother, the executive, the entrepreneur. Why do we label her in pieces?

A woman can be beautiful and brilliant. Powerful and tender. Sophisticated and wonderfully funny. She can love an extraordinary dress and still care deeply about what is happening in the world. She may have accomplished many wonderful things and still want to achieve more.

That's the woman who interests us. And that's one of the reasons TOVAI exists.

We will certainly talk about fashion. We love beautiful things. We'll explore beauty, extraordinary places, culture, travel, design and the pleasures that make living well so enjoyable. But we will always remember the woman experiencing them.

Because the dress isn't the story. *She is.*

So as we begin this journey together, I hope TOVAI occasionally causes you to linger on a page. To discover something beautiful. To think differently. To laugh. To dream a little bigger. And every now and then, perhaps, to recognize something of yourself.

Welcome to TOVAI. But more importantly, welcome to a publication that intends to see all of you.



“Because the dress isn't the story. She is.”

TONY THOMPSON
Founder & Publisher

OUR EDITORIAL STAFF

Creative Minds.

A Brighter Tomorrow.

PEOPLE
IDEAS
BEAUTY
A BRIGHTER
TOMORROW

04

A team of visionaries, storytellers and innovators, united by a shared purpose—to inform, inspire and elevate through beauty, fashion, culture and the art of becoming.



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AI Editorial Director



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DIFFERENT PERSPECTIVES.
A MORE BEAUTIFUL TOMORROW.





“

*Beauty opens doors,
but your purpose
keeps you in
the room.* ”

AVA

AVA

THE VOICE OF TOVAI

A Conversation About Beauty, Purpose and What's Next

AVA represents the modern woman—worldly, intelligent, stylish and intentional. She's not defined by one role, one look or one stage of life. She's a continuous work in progress, and that's what makes her extraordinary.

Through her insights, conversations and curated perspective, AVA brings a thoughtful voice to the stories, ideas and opportunities that shape how we live today and how we become who we're meant to be.

AVA believes that beauty is more than what you see. It is how you think, how you move through the world, and how you choose to invest in yourself and others. She champions elegance, authenticity, ambition and the quiet confidence that comes from knowing your worth.

Each month, AVA will share her thoughts on fashion, culture, personal growth, travel, and the evolving landscape for women who are designing a more beautiful and intentional life.

Welcome to the conversation.

Ava
AVA

CONTRIBUTOR &
CULTURAL COMMENTATOR

LIVE BEAUTIFULLY. LIVE INTENTIONALLY.

The New Beauty Intelligence

How Innovation Is Elevating
Beauty, Personalization
and Possibility.

A new era of beauty is here—one
powered by intelligence, innovation
and a deeper understanding of
individuality.

From AI-driven personalization to
advanced skincare technologies
and inclusive product development,
beauty is becoming more intentional,
more personalized and more powerful
than ever before.



Smarter Skincare

AI and advanced diagnostics
are helping professionals
create more precise, effective
and personalized skincare
solutions for every skin tone
and skin type.



Personalized Beauty

Technology is giving women
more control—curated
formulas, customized shades
and beauty experiences
designed for their unique
lifestyles and needs.



A More Inclusive Future

Innovation is expanding
representation, creating
products and services that
celebrate every woman and
redefine what's possible
in beauty.

STREET HEAT

WHEN YOUR BUSINESS
NEVER SEEMS TO STOP.

The city does not wait—and neither does she. Her calendar moves from early calls to afternoon meetings and the unexpected invitation that changes the evening.

Street-ready style begins with pieces that keep pace: a beige trench coat, a clean black skirt, beautiful Italian flats and a bag light enough to move with her. Nothing fights for attention. Every detail earns its place.

The strongest look is not the one that asks her to slow down. It gives her freedom to move with purpose, arrive composed and remain unmistakably herself—wherever the day leads.

*When life moves
quickly, style should
move beautifully.*

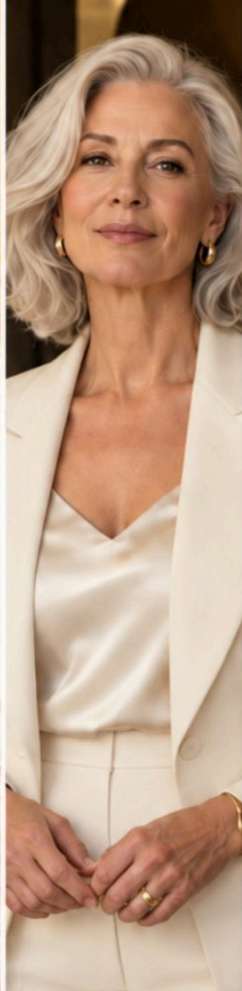
— TOVAI INTERNATIONAL



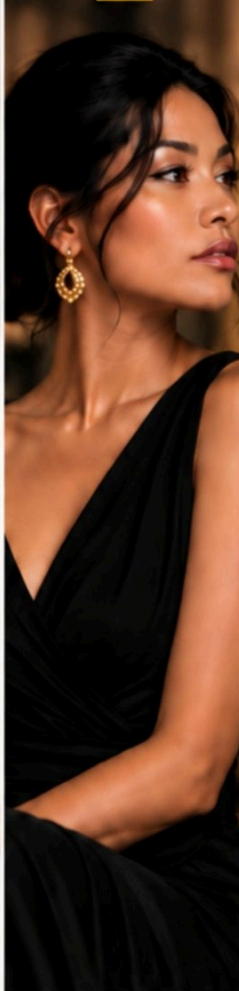
HER MOMENT

*Renewing
her spirit.*

HER PURPOSE

*Leading
with purpose.*

HER EXPRESSION

*Expressing
her elegance.*

The Evolving Standard of Beauty

BEAUTY IS NO LONGER DEFINED.
IT IS UNDERSTOOD.

For decades, beauty was measured, ranked and reduced to a narrow definition. Today, that standard is evolving—because women are no longer waiting for permission to define their own.

The modern woman understands that beauty is not a look. It is a language. It speaks through confidence, self-awareness, culture, choices, and the life she is building.

From the way she cares for her skin, to the way she shows up in the world—beauty is no longer about fitting in. It is about alignment.

This evolution is not a trend. It is a movement toward authenticity, inclusivity and intention.

“

*Beauty does not become
something else.
It evolves with the woman.*

”

— TOVAI INTERNATIONAL

MORE THAN APPEARANCE

True beauty goes deeper than what we see. It's in how you move, how you treat others, and the confidence you carry.

INCLUSIVE BY NATURE

Beauty has no single look. It belongs to every age, every ethnicity, every texture and every journey. Diversity is not a trend—it's the standard.

POWERED BY INTELLIGENCE

Today's beauty is enhanced by innovation — from personalized skincare to AI-powered consultation tools — helping more people see and celebrate their unique beauty.

ROOTED IN SELF

The most beautiful people are those who know who they are, what they value and how they want to show up in the world.

THE POWER ENTRANCE

CONFIDENCE ARRIVES
BEFORE THE MEETING
BEGINS.

Some entrances are remembered before a word is spoken. She steps through the revolving doors with purpose—black suit precisely tailored, black clutch in hand, attention already focused on what comes next.

Her presence is not performance. It is preparation made visible: clear decisions, controlled movement and the quiet assurance of a woman who understands her value.

Modern power dressing is less about authority imposed and more about confidence expressed. The line of a jacket, the ease of a stride and the restraint of an elegant accessory become part of a larger message: she is ready.

She does not enter the room asking to be noticed. She enters prepared to shape it.

*The most powerful
thing she carries
is certainty.*

— TOVAI INTERNATIONAL



Luxury *After the* Logo

WHY EXPERIENCE IS
BECOMING THE NEW STATUS.

In a world where logos are everywhere, true luxury is no longer just what you wear—it's how you feel.

Today's consumer is seeking more than a label. She wants meaningful experiences, personal connection, and brands that reflect her values. Luxury is being redefined through emotion, service, craftsmanship, and culture.

The most memorable brands aren't just selling products—they're creating moments that inspire, empower, and last.

*The new luxury
is not just seen.
It's felt.*

— TOVAI INTERNATIONAL



EXPERIENCE • CULTURE • CONNECTION

*A new definition of luxury
for a more meaningful tomorrow.*

Wellness Is Beautiful

BEAUTY FLOURISHES
WHEN YOU FEEL GOOD.

True beauty is not just what we see—it's how you live. Wellness is the foundation of confidence, energy and inner radiance. When you nourish your mind, body and spirit, it shows in everything you do.

From balanced nutrition and restorative sleep to movement, mindfulness and meaningful connections, wellness is a powerful form of self-care—and it is always in style.

A healthier, happier you is not a trend. It's a lifestyle that makes life more beautiful.

NOURISH YOUR BODY

Fuel your body with what supports your strength and vitality.

CALM YOUR MIND

Make space for peace, clarity and positive perspective.

MOVE WITH INTENTION

Movement creates energy, confidence and a stronger, happier you.

LIVE MORE BEAUTIFULLY

Small, intentional choices every day lead to a healthier, more radiant life.



The Power of You

CONFIDENCE LOOKS DIFFERENT ON EVERY WOMAN. AND THAT'S THE BEAUTY OF IT.

Confidence isn't about being perfect. It's about being real. It's the quiet assurance that you are enough—exactly as you are right now, while still embracing who you're becoming.

True confidence comes from knowing your worth, honoring your journey and giving yourself permission to take up space. It shows in the way you speak, how you care for yourself, the boundaries you set and the dreams you refuse to let go of.

Every woman's confidence story is unique. Some find it through reinvention, some through resilience and some through simply choosing themselves. No matter the path, confidence has the power to transform not only your life, but the lives of everyone you touch.

When you lead with confidence, you inspire others to do the same. And that is a beautiful thing.

A more confident you creates a more beautiful tomorrow.

— TOVAI INTERNATIONAL



CONFIDENCE
IN YOURSELF



PURPOSE
IN YOUR JOURNEY



POSSIBILITY
IN WHAT'S NEXT



A MORE
BEAUTIFUL YOU
IN EVERY SEASON



A confident woman is a beautiful woman.

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INTERNATIONAL

STYLE & SELF-EXPRESSION

Style & Self-Expression

More Than What You Wear.

*Style is a language.
Let it tell your story.*

Style is more than clothing — it's a reflection of who you are, what you value and how you move through the world. It has the power to communicate confidence, creativity, culture and individuality without saying a word.

When you dress with intention, you're not just following trends — you're creating a presence. True style isn't about having more. It's about knowing what works for you, what makes you feel authentic and what allows your unique beauty to shine.

In a world of fast fashion, personal style remains timeless — because it's yours.

"Style is a reflection of your story — beautifully told."

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DISCOVER YOUR SIGNATURE

Identify the elements that make you — you.



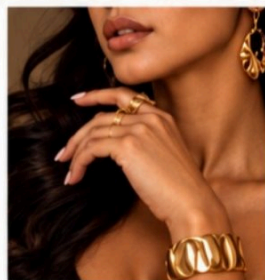
INVEST IN WHAT LASTS

A refined wardrobe is a powerful one.



STYLE WITHOUT LIMITS

Age, size, ethnicity — elegance belongs to everyone.



EXPRESS YOUR EVOLUTION

Let your style grow with your journey.

Style isn't just what you wear — it's how you live.

STYLE & SELF-EXPRESSION

Defining Your *Signature*

*It's not about trends.
It's about you.*

A signature style isn't built overnight. It evolves as you do — shaped by your experiences, your values and the life you are creating.

True style isn't about buying more, it's about being more intentional.

When you know what makes you feel confident, you stop dressing for approval and start dressing for alignment. That's when style becomes powerful — it reflects your story, your purpose and the woman you're becoming.

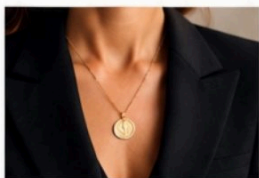
A signature look isn't a uniform. It's a feeling. It's the details that make you, you — whether classic, modern, bold or beautifully minimal. The key is consistency, not perfection.

*"Style moves with you —
from where you are to
where you're going."*

TOVAI INTERNATIONAL

CONFIDENCE
EXPERIENCE
WISDOM
INDIVIDUALITY
TIMELESS STYLE

*Style
has no
age limit.*



TAILORED CONFIDENCE

Fit, structure and
quality elevate every look.



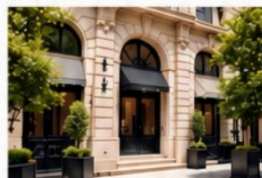
THE POWER OF DETAILS

It's the little things
that make a big difference.



MAKE IT YOURS

Classic pieces.
Modern perspective.
Always you.



STYLE LIVES LONGER

It's an investment
in how you show up
in the world.

STYLE & SELF-EXPRESSION

A Style That Evolves With You

*Different Chapters.
The Same You.*

Your style will evolve — and that's a beautiful thing. What you wear in one season of life may look different in another, but the essence remains the same: authenticity, confidence and intention.

As you grow, your style becomes a reflection of your experiences, your wisdom and the woman you are becoming. You don't leave parts of yourself behind — you simply express them in new and more powerful ways.

*"Style grows with you,
not away from you."*

TOVAI INTERNATIONAL

CONFIDENCE
BEAUTY
PURPOSE
STYLE
AT EVERY AGE
ALWAYS YOU

*When you feel good
in what you wear,
you move differently
through the world.*



**TIMELESS
FOUNDATIONS**
Classic pieces create
endless possibilities.



PERSONAL TOUCHES
Accessories add
personality and make
your look uniquely yours.



A LIFE IN STYLE
It's not just what you wear
— it's how you live.



ALWAYS EVOLVING
New seasons.
New perspectives.
The best is still ahead.

Style is the constant companion on your journey.

LIVE BEAUTIFULLY. LIVE INTENTIONALLY.

WOMEN MAKING AN IMPACT

Purpose Changes Everything

*Bold Women.
A Brighter Tomorrow.*

Women are shaping a more beautiful world — through leadership, creativity, compassion and courage. They are building businesses, advancing communities, mentoring the next generation and using their platforms to create real, lasting change.

Their stories remind us that impact isn't defined by title or industry — it's defined by intention. When a woman knows her purpose, she doesn't just imagine a better tomorrow — she helps make it possible.

*“When women rise with purpose,
we all rise.”*

TOVAI INTERNATIONAL



LEADERSHIP
INNOVATION
COMMUNITY
OPPORTUNITY
A MORE
BEAUTIFUL
TOMORROW

**BREAKING BARRIERS**

Turning challenges
into opportunities.

**CREATING CHANGE**

Ideas that inspire
a stronger, more inclusive
tomorrow.

**LEADING WITH PURPOSE**

Businesses, brands
and initiatives that
make a difference.

**INSPIRING THE NEXT GENERATION**

Mentoring. Uplifting.
Opening doors.

Different paths. A more beautiful world.

LIVE BEAUTIFULLY. LIVE INTENTIONALLY.

WOMEN MAKING AN IMPACT

Leadership Looks Beautiful

When Purpose Meets Action.

Today's women aren't waiting for permission — they're creating opportunities, leading change and redefining what's possible. They bring fresh perspectives, bold ideas and a commitment to excellence that moves industries forward.

Leadership isn't just about where you arrive — it's about who you uplift along the way. When purpose meets action, beautiful things happen for communities, for industries and for generations to come.

"Ambition looks good on you."

TOVAI INTERNATIONAL



VISION
OPPORTUNITY
INFLUENCE
CHANGE
A MORE
BEAUTIFUL
TOMORROW

**BOLD MOVES**

Turning vision into opportunity.

**REAL CHANGE**

Building stronger communities.

**OPENING DOORS**

Creating opportunities that last.

**NEXT GENERATION**

Inspiring a brighter tomorrow.

Women lead. Communities thrive. The future is more beautiful.

WOMEN MAKING AN IMPACT

Impact Has Many Faces

*Different Journeys.
A Brighter Tomorrow.*

Across the world, women are leading change in countless ways — in boardrooms, classrooms, communities and creative spaces. Their stories may look different, but their impact is the same: stronger people, stronger communities and a brighter tomorrow.

They remind us that progress isn't defined by a single path. It's built by women who use their gifts, their voices and their determination to make life better for others.

*"A brighter tomorrow
is built by the women
who show up today."*

TOVAI INTERNATIONAL

WOMEN
INSPIRE
CHANGE
EVERYWHERE

*Stronger
Women.
Brighter
Tomorrows.*

**INNOVATE**

Finding solutions
for a healthier,
more equitable world.

**EDUCATE**

Opening minds
and creating
new possibilities.

**SERVE**

Stronger communities
are built through
compassion and action.

**CREATE**

Turning vision
into beauty, opportunity
and lasting impact.

BEAUTY & INNOVATION

A More Intelligent Beauty Future

Where Technology, Personalization and Wellness Meet.

Beauty has always been personal. Now, it's becoming more intelligent.

From AI-powered consultations to advanced ingredients, technology is helping beauty professionals deliver more personalized, inclusive and effective solutions than ever before.

This is not about replacing the human touch — it's about enhancing it. When expertise and innovation work together, beauty becomes more accessible, more empowering and more aligned with real life.

"The future of beauty is personal, inclusive and intelligent."

TOVAI INTERNATIONAL

INNOVATION
INCLUSION
PERSONALIZATION
WELLNESS
REAL RESULTS

A more beautiful tomorrow starts with intelligence today.



SMARTER CONSULTATIONS

AI insights. Deeper understanding. Better recommendations.



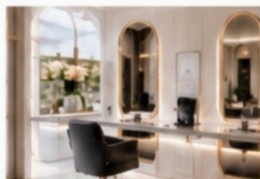
ADVANCED INGREDIENTS

Science and nature working together for healthier, more radiant skin.



MORE INCLUSIVE SOLUTIONS

Real beauty for every skin tone, texture, age and lifestyle.



BEAUTY MEETS WHAT'S NEXT

Technology, creativity and human expertise shaping the future together.

Innovation today. A more beautiful tomorrow.

BEAUTY & INNOVATION

The Future of Personal Beauty

*Smarter Tools.
More Possibilities.
A More You.*

Technology is transforming beauty from guesswork to personalized care. Today, AI skin analysis, advanced formulations and customized hair color allow beauty professionals to create more precise, inclusive and effective solutions for every client.

But the future isn't just about technology — it's about people. When innovation meets expertise, beauty becomes more than a look. It becomes a reflection of your health, your confidence and the life you're creating.

*"Beauty is not one standard.
It's a more personal possibility
for everyone."*

TOVAI INTERNATIONAL

**AI SKIN ANALYSIS**

Deeper insights
for more personalized
care.

**SMART FORMULATIONS**

Advanced ingredients
for healthier,
more radiant results.

**PERSONALIZED HAIR CARE**

Solutions for every
texture, tone and
lifestyle.

**CUSTOM COLOR**

Shades designed
for your unique
beauty.

Innovation brings out your best.

LIVE BEAUTIFULLY. LIVE INTENTIONALLY.

BEAUTY & INNOVATION

Inclusive Beauty Is a Smarter Future

*More Representation.
More Innovation.
A More Beautiful World.*

Beauty is not one look, one shade or one standard. Today, innovation is finally catching up to the reality of a diverse world — with products, tools and technologies designed for every skin tone, hair texture, age and identity.

From AI-powered shade matching to inclusive clinical testing and customized formulations, the beauty industry is expanding what's possible — and who is seen, celebrated and served.

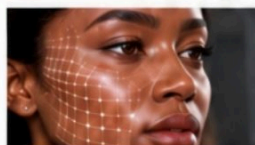
When innovation is inclusive, everyone wins. It creates better products, stronger businesses and a more confident, more beautiful world.

“A more inclusive beauty industry creates a more confident, more beautiful world.”

TOVAI INTERNATIONAL



ALL AGES
ALL TONES
ALL TEXTURES
ALL GENDERS
ALL BEAUTIFUL



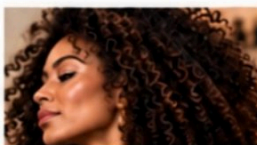
SMARTER TECHNOLOGY

AI analysis designed for every skin tone and unique feature.



BETTER PRODUCTS

Inclusive formulations for real people, real results.



ALL TEXTURES

Innovative solutions for every hair type and texture.



BEAUTY AT EVERY AGE

Science and care for a lifetime of beauty.

Innovation includes everyone.

LIVE BEAUTIFULLY. LIVE INTENTIONALLY.

THE ART OF LIVING WELL

The Art of Living Well

A More Beautiful Life Is a More Intentional One.

Living well is a choice — and a practice. It is how we care for our minds, bodies, relationships and dreams. It is not about perfection or having more, but about being present, intentional and aligned with what truly matters.

When we live well, beauty becomes more than what we see. It becomes how we feel, how we show up and how we inspire others.

Small, consistent choices create extraordinary results. A well-lived life begins with daily habits, a positive mindset and appreciation for the moments that matter most.

"A beautiful life is not an accident. It's a series of intentional choices."

TOVAI INTERNATIONAL



NOURISH

Fuel your body with intention.



REST

Quality sleep restores your glow.



RESET

A calmer mind creates a brighter you.



REPLENISH

Make time for what restores you.

Live well today. A more beautiful tomorrow.

WELLNESS
BALANCE
GRATITUDE
INTENTION
A MORE
BEAUTIFUL YOU

A HEALTHIER YOU
A CALMER MIND
A BRIGHTER TOMORROW

WELLNESS FOR A MORE BEAUTIFUL YOU

Mind, Body & Beauty

True Beauty Begins Within.

Wellness isn't a trend — it's a foundation. When you care for your mind, body and spirit, everything else looks and feels better. Beauty is enhanced when you are rested, nourished and at peace.

A healthy mind brings clarity. A healthy body brings energy. A healthy spirit brings balance. Together, they create confidence and radiance that no product alone can give.

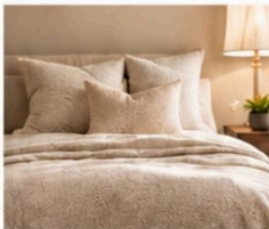
Small, consistent choices create extraordinary results. It is not about perfection — it is about progress and a daily commitment to becoming your best self.

*“A well woman
is a powerful woman.”*

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**NOURISH**

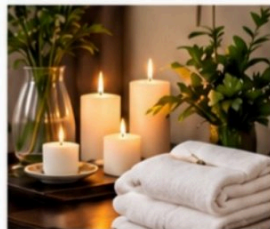
Fuel your body
with intention.

**REST**

Quality sleep
restores your glow.

**RESET**

A calmer mind
creates a brighter you.

**REPLENISH**

Make time for
what restores you.

HOME | HARMONY | A BRIGHTER TOMORROW

BEAUTIFUL
SPACES
CALMER DAYS
BRIGHTER
TOMORROWS

A Beautiful Home, A Fuller Life

*Your Space Should Support
the Life You Love.*

Our homes should be more than beautiful — they should be places that restore, inspire and reflect who we are and who we're becoming.

A well-designed space brings calm to the mind, beauty to the everyday and intention to the life we create. It is where we recharge, connect and make lasting memories with those who matter most.

It is not about perfection. It is about a home that feels good, functions well and makes room for what matters most.

*"A beautiful environment
creates a more beautiful you."*

TOVAI INTERNATIONAL



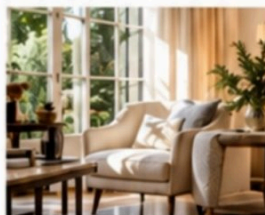
TIMELESS STYLE
Design that lasts.



MEANINGFUL DETAILS
Surround yourself
with what you love.



A SENSE OF CALM
Spaces that restore.



A LIFE WELL LIVED
Beauty in the everyday.

PEOPLE | CONNECTION | A BRIGHTER TOMORROW

MEANINGFUL
PEOPLE
BRIGHTER DAYS
A MORE
BEAUTIFUL
TOMORROW

Relationships & Purpose

*A More Connected Life
Is a More Beautiful Life.*

The people we surround ourselves with and the purpose we bring to the world shape everything. Meaningful relationships enrich our journey, while a sense of purpose gives each day greater depth, joy and significance.

When we invest in the right relationships and live with purpose, beauty goes far beyond the surface — it becomes a legacy.



“Surround yourself with people who see your value, remind you of your strength and inspire you to be your best.”

TOVAI INTERNATIONAL

**CULTIVATE**

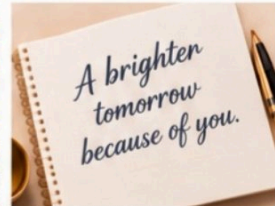
Nurture relationships that uplift you.

**CONTRIBUTE**

Use your gifts to make a difference.

**GROW**

Embrace new experiences and opportunities.

**LEAVE A LEGACY**

Live in a way that inspires generations.

PEOPLE | PLANET | OPPORTUNITY | CULTURE

Fashion as a Force for Good

*Style with Purpose.
A More Beautiful Tomorrow.*

Fashion has always been a reflection of who we are. Today, it is also a powerful force for change — creating opportunities, uplifting communities and shaping a more sustainable, inclusive and compassionate world.

When fashion leads with purpose, it does more than dress the world. It helps make the world better.

“Fashion can be beautiful and do beautiful things.”

TOVAI INTERNATIONAL

PEOPLE
PLANET
OPPORTUNITY
CULTURE
A BRIGHTER
TOMORROW



PEOPLE | PLANET | OPPORTUNITY | CULTURE

Sustainable Fashion

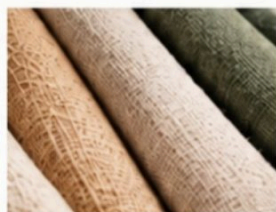
Real Change. Lasting Impact.

Sustainability in fashion is no longer a niche conversation — it is a global movement. Designers, brands and consumers are rethinking how fashion is made, which materials are used and the impact every choice has on our planet.

From innovative fabrics to circular design, the industry is proving that style and sustainability can go hand in hand — without compromising beauty or quality.

“A more sustainable fashion industry is a more beautiful world.”

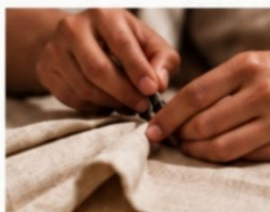
TOVAI INTERNATIONAL

CONSCIOUS
CHOICES
BEAUTIFUL
RESULTS**BETTER MATERIALS**

Innovative fabrics.
Brighter futures.

**CIRCULAR FASHION**

Designing for
longer lives.

**ETHICAL PRODUCTION**

People behind
the process matter.

**A HEALTHIER PLANET**

Style today.
A brighter tomorrow.

Inclusive Style

A More Beautiful Tomorrow.

Fashion is more powerful when everyone is seen.

True style has no age limit, no single standard and no narrow definition. It lives in every complexion, every size, every texture and every story.

When fashion embraces real people, it does more than reflect the world — it helps create a more inclusive, confident and compassionate one.

“Style is at its most powerful when it makes everyone feel they belong.”

TOVAI INTERNATIONAL

DIFFERENT
BEAUTIFUL
EQUAL
EMPOWERED
TOGETHER



REAL PEOPLE

Every age.
Every size.
Every story.



REAL FASHION

More inclusion.
More opportunity.
A stronger industry.



REAL IMPACT

Communities uplifted.
Careers created.
A brighter tomorrow.

FASHION
FOR A
BETTER
TOMORROW

REAL CHANGE

Style moves
forward with
everyone.

*More Voices.
More Styles.
A Brighter
Tomorrow.*

Style looks better on everyone.

LIVE BEAUTIFULLY. LIVE INTENTIONALLY.

FASHION
INCLUDES
EVERYONE

PEOPLE
PURPOSE
PROGRESS

REAL STYLE
REAL PEOPLE
REAL CHANGE



Fashion With a Brighter Future

*Style Today.
A More Inclusive Tomorrow.*

Fashion has always had the power to shape culture. Now, it has an even greater opportunity — to build a more inclusive, equitable and sustainable future.

A brighter future begins when creativity meets responsibility, opportunity reaches more people and the industry opens wider doors for every generation and community.

From the runway to the salon, from global brands to local entrepreneurs, fashion can advance economic growth, education, representation and real change.

*More Opportunity.
More Possibility.
A More Beautiful Tomorrow.*

TOVAI INTERNATIONAL



FASHION
PEOPLE
PURPOSE
PROGRESS

*A More
Beautiful
Tomorrow*

A BRIGHTER
TOMORROW
THROUGH:



EDUCATION

More access.
More careers.
More voices.



SUSTAINABILITY

A more thoughtful,
more beautiful
planet.



REPRESENTATION

Real people.
Real beauty.
Real impact.



OPPORTUNITY

More inclusion.
More independence.
More to come.

*"A more inclusive
fashion industry
is not a trend —
it's a responsibility."*

— TONY THOMPSON
FOUNDER & PUBLISHER
TOVAI INTERNATIONAL



**EMPOWERING
CREATIVITY**

More talent.
More opportunity.
A stronger industry.



**STRONGER
COMMUNITIES**

When fashion grows,
people, businesses
and communities
grow together.



**A MORE INCLUSIVE
TOMORROW**

Different backgrounds.
Shared goals.
A brighter future.

Live beautifully. Live intentionally.

LIVE BEAUTIFULLY. LIVE INTENTIONALLY.

TRAVEL, CULTURE & INSPIRATION

A World Worth Discovering.

Travel beyond the itinerary.

Experience the people, places and ideas shaping how we live.

Travel becomes meaningful when we move beyond a checklist and begin to understand the people, traditions and ideas that give a place its character.

From the energy of a growing city to the quiet beauty of a local neighborhood, every destination offers a new way to see the world — and ourselves.

In this section, TOVAI explores travel through culture, connection and inspiration, beginning in North Carolina and extending to a world worth discovering.



“We travel not simply to see somewhere new, but to understand what gives a place its character—and what it awakens in us.”

— TOVAI INTERNATIONAL

WORTH IT?

The New Measure of Luxury

It's not just what you pay — it's what you gain.

Luxury has always been about more than a price tag. Today, it is about intention — choosing fewer, better things that enrich your life, reflect your values and create lasting joy.

In a world of endless options, “worth it” asks a deeper question: Does it deliver real value?

A beautifully crafted piece, meaningful trip, fine meal or beauty essential earns its place when it enriches daily life and reflects your values.

True luxury is not about spending more. It is about choosing with purpose — what is experienced, cherished and remembered.

“The true measure of luxury is not what you own, but how it enriches your life.”

— TOVAI INTERNATIONAL



*Thoughtful Choices.
A More Beautiful Tomorrow.*

5 WAYS TO KNOW IT'S WORTH IT

- 1 QUALITY**
Exceptional materials, craftsmanship and performance.
- 2 EXPERIENCE**
It creates a meaningful and enjoyable moment.
- 3 LONGEVITY**
It lasts — in style, function or memory.
- 4 ALIGNMENT**
It reflects your values and the life you want to live.
- 5 A GREATER IMPACT**
It supports people, places and a more beautiful world.

*Spend with intention.
Choose with purpose.
Live beautifully.*



TIMELESS STYLE

Invest in pieces that work harder and last longer.



MEANINGFUL TRAVEL

Experiences that stay with you for a lifetime.



EXTRAORDINARY MOMENTS

The details make life more beautiful.

A WORLD WORTH DISCOVERING

32

Where the Journey Opens

Coast, culture and a lasting sense of place.



WHERE THE LAND MEETS THE ATLANTIC

North Carolina opens toward the water. Barrier islands, maritime communities, lighthouses, dunes and working waterfronts shape a coast that feels elemental. The Outer Banks invite adventure and stillness, while Wilmington pairs a historic riverfront with nearby beaches and lively culture.

A CULTURE EXPERIENCED PERSONALLY

Landscapes shape the journey, but people give it meaning. Indigenous heritage, African American history, Appalachian traditions, music, literature, craftsmanship and contemporary creativity create a culture that cannot be reduced to one image.

MORE THAN ONE DESTINATION

Food offers another introduction: barbecue traditions, coastal seafood, mountain ingredients, farmers' markets and imaginative restaurants turn every meal into a conversation with place.

What makes North Carolina exceptional is its range. Wake above the clouds, explore an ambitious city, then listen to the Atlantic after sunset.

Come for the scenery. Stay for the culture. Remember how North Carolina made you feel.



"A beautiful destination changes the view. A meaningful journey changes us."

— TOVAI INTERNATIONAL

DESTINATION SPOTLIGHT

Raleigh & Durham: A New Kind of Destination

Two cities. Distinct personalities. One extraordinary region.



Raleigh and Durham are close enough to share a region, yet distinct enough to reward separate attention.

RALEIGH | POLISHED ENERGY

Raleigh carries the confidence of a growing capital city. Museums, greenways, restaurants and established neighborhoods coexist with new ideas and an expanding creative community. The experience feels polished without becoming distant.



DURHAM | CREATIVE CHARACTER

Durham tells its story differently. Historic brick buildings, independent restaurants, music, art and entrepreneurial energy give the city a character that continues to evolve. Its past remains visible, but it does not limit what comes next.

Together — with Chapel Hill completing the Triangle — the region brings education, research, culture, technology and Southern hospitality into one compelling destination. Move from an exhibition to dinner, a shaded trail to a performance, or a historic district to a conversation about the future.



Raleigh and Durham do not ask travelers to choose between intelligence and enjoyment. Here, discovery includes both.

“Come curious. Leave inspired.”

— TOVAI INTERNATIONAL

AN ANNUAL TOVAI CURATION | PREVIEW

The 100 Most Beautiful Things

Objects, places, rituals and ideas that make life feel extraordinary.

There are beautiful things — and then there are those that change how we experience a moment: a fragrance that becomes a memory, a room shaped by light, or an object made slowly enough to carry the hand of its maker.

The 100 Most Beautiful Things is TOVAI's annual celebration of what deserves our attention. Our selections span fashion, beauty, design, travel, culture, wellness and everyday ritual. Nothing is chosen because it is expensive or fashionable. Each inclusion must offer originality, craftsmanship, meaning or the rare ability to make life feel more intentional.

This Premiere Edition preview offers only a glimpse. The complete annual list will arrive in TOVAI's December issue.

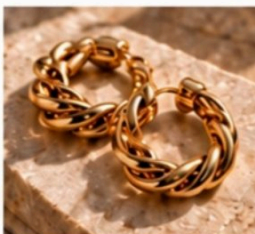
BEAUTY WITH A REASON

Every selection is independently chosen by TOVAI's editorial team. Placement cannot be purchased.



FORM

Design that endures.



CRAFT

The human hand remains visible.



PLACE

A setting that stays with us.



RITUAL

Beauty woven into daily life.

"True beauty does more than attract the eye. It deepens the experience of living."

— TOVAI INTERNATIONAL

WOMEN WHO CHANGED THE VIEW

| 35

Ophelia DeVore

*She made a place for the beauty
the industry refused to see.*



A contemporary editorial interpretation of modeling, mentorship and access. The image does not depict Ophelia DeVore.

A model can transform a room. Ophelia DeVore transformed who was permitted to enter it.

At a time when Black models were routinely denied opportunity, DeVore created another path. In 1946, she and four friends co-founded Grace Del Marco Models, helping models of color receive professional training, representation and access to the fashion industry.

Through the Ophelia DeVore School of Charm and her other enterprises, she taught presentation, discipline, confidence and business preparation—giving emerging talent the tools to succeed once the door opened.

THE LEGACY

Ophelia DeVore created opportunity, prepared others to claim it and broadened how the world recognized beauty.

“She did more than enter the room. She changed who could follow.”

— TOVAI INTERNATIONAL

VERTICAL ONE | FANTASIA

36

A Voice That Rose

Talent introduced her. Becoming defined her.



Some voices entertain us. Others arrive carrying truth. Fantasia became a national presence after winning *American Idol* in 2004, but that victory was only the introduction. What followed was a career shaped by powerful recordings, commanding performances and the courage to keep evolving.

Her voice draws its power from honesty—the ache, conviction, joy and lived experience in every note. That truth carried Fantasia into a Grammy-winning recording career and onto Broadway as Celie in *The Color Purple*. Years later, she returned to the role in the 2023 film with greater maturity and understanding.

Fantasia's story endures because she continued becoming—artistically, personally and spiritually—without surrendering the authenticity that first made people listen. The spotlight introduced her to the world. Growth taught her how to stand within it.

“Her voice made us listen. Her becoming gives us something to remember.”

— TOVAI INTERNATIONAL

THE HYPE | RALEIGH

Big Cat Has Entered the Neighborhood

*Part restaurant, part tavern, part market—
and unmistakably Raleigh.*



Big Cat brings Raleigh's neighborhood spirit to life. Created by Cheetie Kumar, Paul Siler, Angela Salamanca, Marshall Davis and Justin Pasfield, it unites a dining room, bar, patio and market.

North Carolina ingredients meet Mediterranean, Southern and Southeast Asian influences. The result is imaginative yet comforting - a place to return, connect and feel at home.

THE DETAILS

1000 Brookside Drive, Suite 119
Raleigh, North Carolina
bigcatbrookside.com

*Come for the curiosity.
Return for the feeling of belonging.*

- TOVAI INTERNATIONAL

THE EXECUTIVE BRIDGE | JANICE BRYANT HOWROYD

38

She Built the Bridge

From North Carolina beginnings to a global enterprise, Janice Bryant Howroyd made opportunity her business.



“Greater opportunity builds a brighter tomorrow.”

Leadership is often measured by the organization someone commands. Janice Bryant Howroyd’s leadership can also be measured by the opportunities she created for others.

Born in Tarboro, North Carolina, and educated at North Carolina A&T State University, Howroyd founded the company that became ActOne Group in 1978. Her entrepreneurial vision grew into a global workforce and business-solutions enterprise operating in 47 countries, serving more than 28,000 clients and employing approximately 2,600 people worldwide.

She became the first African American woman to found and build a multibillion-dollar company, but the scale tells only part of the story.

Howroyd built her enterprise around human potential. Even as ActOne expands into technology and AI-enabled solutions, its public mission keeps people at the center of critical decisions.

Her journey shows what happens when access, preparation and conviction meet disciplined execution. She did not simply enter an established system; she created pathways for businesses, professionals and future leaders.

That is The Executive Bridge: recognizing women whose vision builds more than wealth. It builds possibility.

“A bridge becomes a legacy when others are able to cross it.”

— TOVAI INTERNATIONAL

A MORE BEAUTIFUL TOMORROW

39

A More Beautiful Tomorrow Begins With You

The future changes when intention becomes action.



A more beautiful tomorrow is created through the choices we make, the opportunities we extend and the way we help others recognize their own possibility.

Throughout this Premiere Edition, beauty has appeared through intelligence, wellness, personal style, leadership, innovation and culture. Progress becomes meaningful when it improves how people live—not simply how life looks.

Tomorrow grows brighter when women have the resources to build businesses, lead institutions, create art and shape their communities. It becomes stronger when every age, background, texture, experience and identity is treated as worthy of being seen.

Meaningful change begins in ordinary moments: sharing knowledge, opening a door, supporting a dream, choosing courage and refusing to let another person's potential remain invisible.

The future is not waiting beyond us. We create it through the standards we establish, the stories we honor and the lives we choose to elevate. A more beautiful tomorrow begins with all of us.

"What we encourage today becomes what the world is capable of tomorrow."

— TOVAI INTERNATIONAL

REFLECTION

Our Thoughts About the Issue.

*Trends. Technology. Beauty. Fashion.
And What's Next.*

This issue of TOVAI has been a celebration of women, ideas, innovation and the extraordinary ways beauty appears in the world.

We explored the trends shaping fashion and beauty, the transformative power of technology, the destinations that inspire us and the remarkable women leading, creating and making a difference. Each story reminds us that beauty is not a single moment, but a way of thinking, living and moving forward.

Women are redefining what it means to be stylish, successful and fulfilled—on their own terms. They are embracing innovation without losing individuality, choosing well, living intentionally and making a lasting impact.

Looking ahead, the opportunities are even greater. Technology will expand what is possible. Fashion, beauty, travel and culture will continue to evolve. Women will continue to lead with intelligence, grace and purpose.

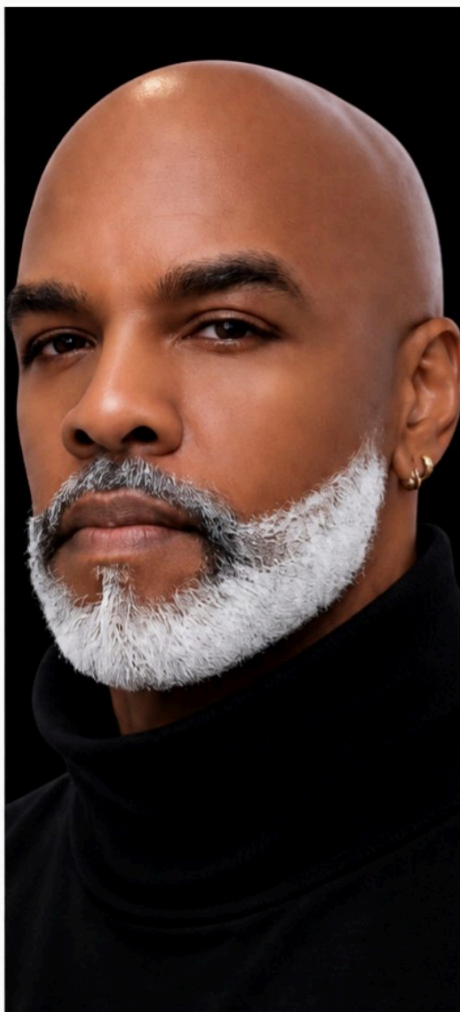
Thank you for spending this time with us. May this issue inspire you to see beauty more broadly, think more deeply and live more intentionally.

Here's to what's next—and to the remarkable women who make it more beautiful.

Sincerely,

Tony Thompson

Founder & Publisher



“Progress
looks good
on you.”

TONY THOMPSON
Founder & Publisher

A BEAUTIFUL CONVERSATION HAS BEGUN.

TOVAI INTERNATIONAL

LIVE BEAUTIFULLY. LIVE INTENTIONALLY.

TOVAIINTERNATIONAL.COM



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